

RE: FCC proposed rule changes concerning Low Power FM (LPFM)

I recently became aware through a letter sent to me by K-LOVE radio that proposed rule changes regarding LPFM may have the adverse effect of replacing the local translator station through which I listen to K-LOVE. I wanted to share with you why I believe this would be a step in the wrong direction and how these rule changes would directly affect my family and me.

First, K-LOVE is one of few radio stations in my area that provides Christian musical content. For a long time there were not any stations in the area that provided such programming. The only other options in my area are adult contemporary, Top 40, rap, country, and talk radio. If K-LOVE would be forced out of my area there would be no other station providing Christian music programming.

I would not be the only one affected by this decision either. K-LOVE is widely supported in my community among the Christian population. Many people I know, including myself, are financial contributors to K-LOVE. We support K-LOVE because we not only value its programming, but because we also know how lucky we are in our market size to have such a high quality station.

K-LOVE's presence in our market provides an option to the general public. It gives them an option to listen to something other than the same stuff available in almost any sized market. Losing K-LOVE would be a blow to the breadth of choices in programming offered in our area. The public loses out and we lose out. Why should a station that we did not ask for and do not want be allowed to have precedence over a station that we not only want but willingly financially support? And what would a local LPFM station offer in programming that is not already readily available?

Bottom line is that K-LOVE is important to me and to thousands of others and so I urge you to not hastily make this decision about LPFM without considering the interests of the hundreds of thousands of people that can enjoy a choice in programming in their community because of the availability of a translator service. I would consider a station like K-LOVE to provide some of the best value to our community.

Thank you.

Justin Mack